



For immediate release  
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## **Governor Bill Richardson Unveils New Centennial License Plate**

SANTA FE – Governor Bill Richardson today unveiled a new state license plate to commemorate 100 years of New Mexico’s statehood. The new plate incorporates a “retro” design based on license plates of the past. Against a turquoise background, a nod to our state gemstone, it follows law and custom by including the red and yellow colors that the Spanish brought with them to the New World, and the proud symbol on our state flag – the Zia.



“I am honored to unveil the new official state license plate, one that commemorates our historic Centennial and distinctively represents New Mexico” said Governor Richardson. “We have designed something truly unique that will travel across the country and beyond.”

The Centennial plate will replace what has become known as the balloon plate, which was first introduced in 1999. After commemoration activities end in 2012, the phrase, “Centennial 1912-2012” will be replaced and the turquoise plate will continue to serve as the official state plate.

Governor Richardson said because many New Mexicans have a nostalgic attachment to the classic yellow plate that has existed in various forms since 1980, he wants public input about whether to keep that plate.



The Governor is asking the public whether the state should only issue the new turquoise plate; or whether the state should give drivers the option to choose between the turquoise centennial plate and the classic yellow plate.

New Mexicans can choose either option in an online survey at [www.NewMexico100.net](http://www.NewMexico100.net). The online survey will last from today through Sept. 11.

Three state agencies -- the Taxation and Revenue Department, Department of Cultural Affairs and the Department of Tourism -- spearheaded the design of the new Centennial Plate, which was approved by the New Mexico Centennial Task Force and New Mexico Centennial Steering Committee. David Rohr, creative director for the Department of Cultural Affairs, designed the plate.